

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() BUYING TIME	Rep Firm	
Advertiser	() .PESTKA FOR CONGRESS		650 MASSACHUSETTS AVE,N.W., SUITE 210	Sales Office () PHILADELPHIA	
Product	Political		WASHINGTON, DC 20001	Salesperson () IAN AMBRON	
Estimate#	2448	Agency C/P1/P2/E	363/365/2448		
Buyer	Nathaniel Kronisch	Flight Dates	10/13/2012 - 10/22/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/15-10/15	1	1	1	\$150.00	
	2	TU	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/16-10/16	1	1	1	\$150.00	
	3	W	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/17-10/17	1	1	1	\$150.00	
	4	TH	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/18-10/18	1	1	1	\$150.00	
	5	F	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/19-10/19	1	1	1	\$150.00	
	6	M	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/22-10/22	1	1	1	\$150.00	
	7	M	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
	8	TU	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/16-10/16	1	1	1	\$400.00	
	9	W	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/17-10/17	1	1	1	\$400.00	
	10	TH	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/18-10/18	1	1	1	\$400.00	
	11	F	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/19-10/19	1	1	1	\$400.00	
	12	M	6A-7A	NEWS 8 DAYBREAK	:30	\$400.00	10/22-10/22	1	1	1	\$400.00	
	13	M	7A-9A	TODAY SHOW	:30	\$650.00	10/15-10/15	1	1	1	\$650.00	
	14	TU	7A-9A	TODAY SHOW	:30	\$650.00	10/16-10/16	1	1	1	\$650.00	

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Agency () BUYING TIME
650 MASSACHUSETTS AVE,N.W., SUITE 210
WASHINGTON, DC 20001
Agency C/P1/P2/E 363/365/2448
Flight Dates 10/13/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	15	W	7A-9A	TODAY SHOW	:30	\$650.00	10/17-10/17	1	1	1	\$650.00	
	16	TH	7A-9A	TODAY SHOW	:30	\$650.00	10/18-10/18	1	1	1	\$650.00	
	17	F	7A-9A	TODAY SHOW	:30	\$650.00	10/19-10/19	1	1	1	\$650.00	
	18	M	7A-9A	TODAY SHOW	:30	\$650.00	10/22-10/22	1	1	1	\$650.00	
	19	M	9A-10A	TODAY SHOW 2	:30	\$300.00	10/15-10/15	1	1	1	\$300.00	
	20	TU	9A-10A	TODAY SHOW 2	:30	\$300.00	10/16-10/16	1	1	1	\$300.00	
	21	W	9A-10A	TODAY SHOW 2	:30	\$300.00	10/17-10/17	1	1	1	\$300.00	
	22	TH	9A-10A	TODAY SHOW 2	:30	\$300.00	10/18-10/18	1	1	1	\$300.00	
	23	F	9A-10A	TODAY SHOW 2	:30	\$300.00	10/19-10/19	1	1	1	\$300.00	
	24	M	9A-10A	TODAY SHOW 2	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	25	M	10A-11A	TODAY SHOW 3	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
	26	TU	10A-11A	TODAY SHOW 3	:30	\$200.00	10/16-10/16	1	1	1	\$200.00	
	27	W	10A-11A	TODAY SHOW 3	:30	\$200.00	10/17-10/17	1	1	1	\$200.00	
	28	TH	10A-11A	TODAY SHOW 3	:30	\$200.00	10/18-10/18	1	1	1	\$200.00	
	29	F	10A-11A	TODAY SHOW 3	:30	\$200.00	10/19-10/19	1	1	1	\$200.00	
	30	M	10A-11A	TODAY SHOW 3	:30	\$200.00	10/22-10/22	1	1	1	\$200.00	

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Product Political WASHINGTON, DC 20001 Salesperson () IAN AMBRON

Estimate# 2448 Agency C/P1/P2/E 363/365/2448

Buyer Nathaniel Kronisch Flight Dates 10/13/2012 - 10/22/2012 Salesperson Phone# 215-567-6005

Phone# Hiatus Weeks Salesperson FAX# 215-525-9757

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	31	M	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/15-10/15	1	1	1	\$225.00	
	32	TU	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/16-10/16	1	1	1	\$225.00	
	33	W	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/17-10/17	1	1	1	\$225.00	
	34	TH	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/18-10/18	1	1	1	\$225.00	
	35	F	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/19-10/19	0	0	0	\$0.00	
	Buyline Comment: 1X NA DUE TECH DIFF- MG 12N-1P NEWS ON HL#6866042											
	36	M	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/22-10/22	1	1	1	\$225.00	
	37	M	3P-4P	DR OZ	:30	\$125.00	10/15-10/15	1	1	1	\$125.00	
	38	W	3P-4P	DR OZ	:30	\$125.00	10/17-10/17	1	1	1	\$125.00	
	39	TH	3P-4P	DR OZ	:30	\$125.00	10/18-10/18	1	1	1	\$125.00	
	40	M	3P-4P	DR OZ	:30	\$125.00	10/22-10/22	1	1	1	\$125.00	
	41	M	4P-5P	ELLEN	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
	42	TU	4P-5P	ELLEN	:30	\$400.00	10/16-10/16	1	1	1	\$400.00	
	43	W	4P-5P	ELLEN	:30	\$400.00	10/17-10/17	1	1	1	\$400.00	
	44	TH	4P-5P	ELLEN	:30	\$400.00	10/18-10/18	1	1	1	\$400.00	
	45	F	4P-5P	ELLEN	:30	\$400.00	10/19-10/19	1	1	1	\$400.00	
	46	M	4P-5P	ELLEN	:30	\$400.00	10/22-10/22	1	1	1	\$400.00	

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WASHINGTON, DC 20001

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Flight Dates 10/13/2012 - 10/22/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

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	47	M	5P-530P	NEWS AT 5P	:30	\$675.00	10/15-10/15	1	1	1	\$675.00	
	48	TU	5P-530P	NEWS AT 5P	:30	\$675.00	10/16-10/16	1	1	1	\$675.00	
	49	W	5P-530P	NEWS AT 5P	:30	\$675.00	10/17-10/17	1	1	1	\$675.00	
	50	TH	5P-530P	NEWS AT 5P	:30	\$675.00	10/18-10/18	1	1	1	\$675.00	
	51	F	5P-530P	NEWS AT 5P	:30	\$675.00	10/19-10/19	1	1	1	\$675.00	
	52	M	5P-530P	NEWS AT 5P	:30	\$675.00	10/22-10/22	1	1	1	\$675.00	
	53	M	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/15-10/15	1	1	1	\$675.00	
	54	TU	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/16-10/16	1	1	1	\$675.00	
	55	W	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/17-10/17	1	1	1	\$675.00	
	56	TH	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/18-10/18	1	1	1	\$675.00	
	57	F	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/19-10/19	0	0	0	\$0.00	
	58	M	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/22-10/22	1	1	1	\$675.00	
	59	M	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/15-10/15	1	1	1	\$1,125.00	
	60	TU	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/16-10/16	1	1	1	\$1,125.00	
	61	W	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/17-10/17	1	1	1	\$1,125.00	
	62	TH	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/18-10/18	1	1	1	\$1,125.00	
	63	F	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/19-10/19	1	1	1	\$1,125.00	

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Buyer Nathaniel Kronisch Flight Dates 10/13/2012 - 10/22/2012 Salesperson Phone# 215-567-6005

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Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	64	M	6P-630P	NEWS AT 6P	:30	\$1,125.00	10/22-10/22	1	1	1	\$1,125.00	
	65	M	7P-730P	INSIDE EDITION	:30	\$450.00	10/15-10/15	1	1	1	\$450.00	
	66	TU	7P-730P	INSIDE EDITION	:30	\$450.00	10/16-10/16	1	1	1	\$450.00	
	67	TH	7P-730P	INSIDE EDITION	:30	\$450.00	10/18-10/18	1	1	1	\$450.00	
	68	TU	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/16-10/16	1	1	1	\$400.00	
	69	W	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/17-10/17	1	1	1	\$400.00	
	70	M	11P-1135P	NEWS AT 11P	:30	\$900.00	10/15-10/15	1	1	1	\$900.00	
	71	TU	11P-1135P	NEWS AT 11P	:30	\$900.00	10/16-10/16	1	1	1	\$900.00	
	72	W	11P-1135P	NEWS AT 11P	:30	\$900.00	10/17-10/17	1	1	1	\$900.00	
	73	TH	11P-1135P	NEWS AT 11P	:30	\$900.00	10/18-10/18	1	1	1	\$900.00	
	74	F	11P-1135P	NEWS AT 11P	:30	\$900.00	10/19-10/19	1	1	1	\$900.00	
	75	M	11P-1135P	NEWS AT 11P	:30	\$900.00	10/22-10/22	1	1	1	\$900.00	
	76	TU	1135P-1235A	LENO	:30	\$300.00	10/16-10/16	1	1	1	\$300.00	
	77	W	1135P-1235A	LENO	:30	\$300.00	10/17-10/17	1	1	1	\$300.00	
	78	M	1135P-1235A	LENO	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	

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WASHINGTON, DC 20001

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Flight Dates 10/13/2012 - 10/22/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

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	79	W	9P-10P	LAW AND ORDER	:30	\$875.00	10/17-10/17	1	1	1	\$875.00	
	80	TH	10P-11P	ROCK CENTER	:30	\$750.00	10/18-10/18	1	1	1	\$750.00	
	81	SA	6A-7A	NEWS SATURDAY	:30	\$150.00	10/13-10/13	1	1	1	\$150.00	
	82	SA	6A-7A	NEWS SATURDAY	:30	\$150.00	10/20-10/20	1	1	1	\$150.00	
	83	SA	7A-8A	NEWS SATURDAY AM	:30	\$275.00	10/13-10/13	1	1	1	\$275.00	
	84	SA	7A-8A	NEWS SATURDAY AM	:30	\$275.00	10/20-10/20	1	1	1	\$275.00	
	85	SA	8A-10A	TODAY SHOW	:30	\$375.00	10/13-10/13	1	1	1	\$375.00	
	86	SA	8A-10A	TODAY SHOW	:30	\$375.00	10/20-10/20	1	1	1	\$375.00	
	87	SA	6P-630P	NEWS 8 AT 6	:30	\$400.00	10/13-10/13	0	0	0	\$0.00	
	88	SA	6P-630P	NEWS 8 AT 6	:30	\$400.00	10/20-10/20	0	0	0	\$0.00	
	89	SA	11P-1130P	NEWS 8 AT 11	:30	\$900.00	10/13-10/13	1	1	1	\$900.00	
	90	SA	11P-1130P	NEWS 8 AT 11	:30	\$900.00	10/20-10/20	1	1	1	\$900.00	
	91	SU	6A-7A	NEWS 8 DAYBREAK	:30	\$125.00	10/14-10/14	1	1	1	\$125.00	
	92	SU	6A-7A	NEWS 8 DAYBREAK	:30	\$125.00	10/21-10/21	1	1	1	\$125.00	
	93	SU	7A-8A	NEWS 8 DAYBREAK	:30	\$250.00	10/14-10/14	1	1	1	\$250.00	
	94	SU	7A-8A	NEWS 8 DAYBREAK	:30	\$250.00	10/21-10/21	1	1	1	\$250.00	
	95	SU	8A-9A	SUNDAY TODAY	:30	\$600.00	10/14-10/14	1	1	1	\$600.00	

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	96	SU	8A-9A	SUNDAY TODAY	:30	\$600.00	10/21-10/21	1	1	1	\$600.00	
	97	SU	9A-10A	MEET THE PRESS	:30	\$1,000.00	10/14-10/14	1	1	1	\$1,000.00	
	98	SU	9A-10A	MEET THE PRESS	:30	\$1,000.00	10/21-10/21	1	1	1	\$1,000.00	
	99	SU	10A-1030A	LOCAL POINT - POLITICAL SHOW	:30	\$400.00	10/14-10/14	1	1	1	\$400.00	
	100	SU	10A-1030A	LOCAL POINT - POLITICAL SHOW	:30	\$400.00	10/21-10/21	1	1	1	\$400.00	
	101	SU	6P-7P	NEWS 8 AT 6	:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
	102	SU	6P-7P	NEWS 8 AT 6	:30	\$750.00	10/21-10/21	1	1	1	\$750.00	
	103	SU	1130P-12A	NEWS	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	104	SU	1130P-12A	NEWS	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	105	SU	6P-7P	NEWS	:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
	106	TU	430A-459A	NEWS	:30	\$50.00	10/16-10/16	1	1	1	\$50.00	
	107	F	3P-4P	DR OZ	:30	\$125.00	10/19-10/19	1	1	1	\$125.00	
	108	SA	9P-10P	CHICAGO FIRE	:30	\$550.00	10/20-10/20	1	1	1	\$550.00	

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---SALES MONTHLY TOTALS---

Oct 12: 104 / \$50,600.00

Sales Totals: 104 / \$50,600.00

Station Totals: 104 / \$50,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$118,779	CATV	0%	WOOD	42%	WOTV	2%	WWMT	48%	WXMI	6%
		WXSP	0%	WZPX	0%	WZZM	0%				

---COMPETITIVE COMMENTS---

UPDATED

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE